

**Diaceutics enters into strategic alliance with KPMG**

*Alliance will facilitate joint marketing of commercialisation solutions to life science customers launching precision medicines*

*Combines Diaceutics' and KPMG's extensive data, expertise and reputation in commercialising precision medicines with pharma and biotech customers*

**Belfast and London, 14 February 2024 - Diaceutics PLC (AIM: DXRX)**, a leading technology and solutions provider to pharma and biotech customers is pleased to announce a strategic alliance with KPMG LLP (KPMG), a global leader in tax, audit and advisory services and commercialisation solutions for the healthcare and life sciences industries. The goal of the alliance is to bring together Diaceutics' leading technology solutions, which help pharma companies find appropriate patients for their precision medicines, and KPMG's market-leading advisory business. This strategic alliance will combine Diaceutics' and KPMG's extensive knowledge, expertise and industry reputation, and build on their significant individual successes in organically and inorganically transforming precision medicine businesses and commercialising precision medicines over multiple years.

**Ryan Keeling, Diaceutics' Chief Executive Officer, commented:**

*'It is great to see this partnership come to life. We have worked alongside KPMG leaders for many years with a strong admiration for their work in the precision medicine space. This alliance formally recognises our common goals and ambitions to collectively shape the future of precision medicine. Between the two organisations we have worked on many of the precision medicine therapies currently on market. This alliance will make it easier for the world's largest and most innovative pharmaceutical and biotech organisations to get access to the best expertise and the best data available.'*

**Kristin Pothier, KPMG, Life Sciences Sector Leader and Global HCLS Deal Advisory and Strategy Leader, commented:**

*"We look forward to formalising our long-standing collaboration with Diaceutics with this strategic alliance and to the opportunity this presents. Diaceutics' unrivalled data resource and industry expertise, combined with our proprietary data, our global customer base and our experience across precision medicine commercialisation and deal making, creates a strengthened capability to help our clients commercialise precision medicine products and services worldwide, and evolve the provision of healthcare."*

Diaceutics is becoming the commercialisation partner of choice for pharma and biotech companies launching precision medicines and counts 21 of the top 30 global pharma companies amongst its customers. KPMG is a market-leading and globally recognised provider of tax, audit, and advisory services to the world's leading healthcare and life sciences companies. Through its strategic alliance partnerships, it has successfully built an ecosystem of the world's leading technology brands, allowing KPMG to combine these alliances with its expertise to bring transformative technologies to its clients.

The power of more efficient diagnostic pathways to improve treatment outcomes is proven. These are, in turn, driving the shift to precision medicine across the healthcare and life sciences ecosystem. Diaceutics and KPMG believe there is a strategic opportunity to align their advisory and data enabled commercialisation solutions to support this ecosystem in harnessing the clinical and economic returns that precision medicine can deliver.

This strategic alliance will identify opportunities to enable both Diaceutics and KPMG to jointly market their commercialisation solutions to new and existing customers, globally, and explore other areas of mutual benefit whilst demonstrating their shared dedication to shaping the future of precision medicine, and supporting our clients in bringing life changing medicines to patients. Notably, both management teams have independently played pivotal roles in the launch of the majority of significant companion diagnostics and their associated therapeutics to have come to market.

The collaborative expertise of both KPMG and Diaceutics positions them at the forefront of advancing the industry's capabilities in the evolving landscape of healthcare decisions, driven through real-world data insights.

This announcement contains inside information for the purposes of Article 7 of Regulation (EU) 596/2014 as it forms part of UK domestic law by virtue of the European Union (Withdrawal) Act 2018 ("MAR"), and is disclosed in accordance with the Company's obligations under Article 17 of MAR. The person responsible for making this announcement on behalf of the Company is Nick Roberts, Chief Financial Officer.

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**About Diaceutics**

At Diaceutics we believe that every patient should get the opportunity to receive the right test and the right therapy to positively impact their disease outcome.

We provide the world's leading pharma and biotech companies with an end-to-end commercialisation solution for precision medicines through data analytics, scientific and advisory services enabled by our platform DXRX - The Diagnostics Network®

**About KPMG**

KPMG LLP is one of the largest providers of professional services-advisory, strategy, audit, and tax- to the healthcare and life sciences industry globally with more than 4,200 healthcare and life sciences industry-specific partners and professionals. Our precision medicine expertise spans the globe and helps provide strategic and tactical solutions devoted to the future of medicine. For more information: [Precision Medicine \(kpmg.us\)](https://www.kpmg.com/precisionmedicine)

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